

FOR: Members, Tobacco Institute and TIRC

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TOBACCO NEWS SUMMARY

Nos. 42-43

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MAGAZINES

42. TIME Magazine, October 24, 1960. "Tobacco -- Laymen's Verdict"

This business section story reports the recent New Orleans trial in which a federal jury returned a verdict for two tobacco companies sued by a widow who alleged her husband's fatal lung cancer was caused by cigarette smoking.

Louisiana, described as the state with the strongest law holding a manufacturer responsible for the purity of its products, seemed the "ideal place" to establish a legal precedent that tobacco companies can be held liable for death from lung cancer, according to plaintiff's attorney Melvin ("The King of Torts") Belli, the story says.

Star witness for Belli was Dr. Alton Ochsner, New Orleans surgeon, who was quoted as testifying that the only physicians who will not admit the tobacco-lung cancer link are those employed by the tobacco industry and those who are "addicted."

The story includes brief excerpts from the testimony of two defense witnesses, Dr. Harry S.N. Greene, professor of pathology at Yale University Medical School, and Dr. Thomas Burford, professor of thoracic surgery at Washington University, St. Louis.

Noting that the jury deliberated only two hours and 40 minutes before reaching its verdict, the story concludes: "It has not been proved, found the jury, that smoking causes cancer."

NEWSPAPERS

43. Cankers Fade When Victims Smoke Again. AP Story, NEW YORK POST, October 17, 1960

A medical journal report by Dr. Ralph Bookman, Beverly Hills, Cal., says that canker sores of the mouth and tongue that appeared in four patients after they stopped smoking cigarettes "vanished dramatically" when they resumed smoking. Dr. Bookman said he could not explain the results. His article appeared in CALIFORNIA MEDICINE, official journal of the California Medical Association.

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